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ABSTRACT

This speaker's directory lists speakers from both the news and business sides of print media who are available to address industry-related issues (such as how to attract and retain minority employees, how minorities can move into management, and how young people can get a start in newspapers) at conferences, training sessions, and other meetings. It is intended to be helpful for those who want to talk about diversity in the business and is a good resource for bringing more diversity to newspaper conferences and conventions. The directory lists 53 speakers, with biographies for each giving occupation, ethnic background, specialty topics and, if applicable, fees or honoraria. (SR)

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TASK FORCE ON

MINORITIES

IN THE NEWSPAPER BUSINESS

The Newspaper Center • Box 17407 Dulles Airport • Washington, D.C. 20041
(703) 648-1000

SPEAKERS DIRECTORY

The newspaper industry has made a commitment to diversity in its workforce and its community coverage. As a continuing response to the need for media industry spokespersons to address such issues as how to attract and retain minority employees, how minorities can move into management and how young people can get a start in newspapers, the Task Force on Minorities in the Newspaper Business has published the 1991 Speakers Directory.

The directory lists speakers from both the news and business sides of print media who are available to address industry-related issues at conferences, training sessions and other meetings. The Directory will be helpful for those who want to talk about diversity in the business and is a good resource for bringing more diversity to newspaper conferences and conventions.

Speakers are listed in alphabetical order. Biographies give occupation, ethnic background, specialty topics and, if applicable, fees or honoraria. To use the directory, simply contact the person you would like as a speaker and say you were referred through the Task Force. Black and white photographs of most of the speakers are on file with the Task Force.
Please note: Some speakers require travel expenses or other fees.

To obtain additional copies of the Speakers Directory, write: Task Force on Minorities in the Newspaper Business, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041. There is no charge for the directory.

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Career Opportunities

Gerald Alcantar
Staffing & Communication Manager
Los Angeles Times
Times Mirror Square
Los Angeles, Calif. 90053
(213) 237-5748

Minority Group: Hispanic

Summary: Gerald Alcantar has had years of human resources management experience. His specialties are labor relations, employment and college relations. He has been a panelist and discussion leader at high school and college career days and job fairs and has participated in seminars on employment law and hiring practices at 20th Century Fox, Getty Oil and the Los Angeles Times. Alcantar has a B.A. degree from Loyola University and a J.D. from Loyola University School of Law.

Fees: Travel.

Specialty Topics: Career Opportunities in the Newspaper Field.

Special Instructions: Minimum of 3-4 weeks notice before event.

* * * * *

"What You Owe Your Employer"

George W. Alford Jr.
Employee Relations Manager
The Atlanta Journal and Constitution
72 Marietta St., 9th Floor
Atlanta, Ga. 30303
(404) 526-5692

Minority Group: Black

Summary: George Alford has held the position of employee relations manager for the Atlanta Journal and Constitution for the past 2 1/2 years. He was previously employed with the Chicago Tribune Co. for seven years as special projects coordinator, division sales manager and field training and development manager. Prior to that, Alford was employed with Dayton Newspapers Inc. (a Cox newspaper) for 10 years in editorial, personnel and circulation positions. Alford attended Central State University in Wilberforce, Ohio.

Fees: Not required. Travel and lodging expenses suggested.

Specialty Topics: Preparation for Minorities in the Workplace—"What you owe your employer".

Yoko N. Arthur
Manager, System EEO Support
Corporation for Public Broadcasting
901 E Street, N.W.
Washington, D.C. 20004
(202) 879-9789

Minority Group: Asian American

Summary: Ms. Arthur has more than 10 years experience in human resources development including recruiting, affirmative action/equal employment opportunity, staff development, and employee relations programs in the broadcasting industry and the federal government's foreign assistance program. Her interest and special skills are in developing and managing innovative outreach, recruitment, and staffing programs focusing on multicultural work force in private and public sectors.

Since joining the Corporation for Public Broadcasting in November 1983, Ms. Arthur has been responsible for programs to encourage Equal Employment Opportunity practice in public broadcasting and to enhance diversity in the public broadcasting work force. She currently holds a position as Manager of System EEO Support. Among her accomplishments are establishment of a national network of job announcements and resume referral service, publication of Affirmative Action/EEO recruitment handbook, and development of industry-wide outreach and recruitment programs targeting minority communities. During 1978 - 1983, she worked for the U.S. Peace Corps in Washington, in overseas executive and staff recruitment and developed management training, internship, and student aid programs.

Born in Sapporo, Japan, she immigrated to the U.S. in 1968. Ms. Arthur has a bachelor's degree in Political Science from Bryn Mawr College, Bryn Mawr, Pennsylvania. She is a member of the Asian American Journalists Association.

Fees: Travel and lodging.

Specialty Topics: Minority Recruiting, Public Broadcasting Employment, Affirmative Action/EEO Program, and Multicultural Awareness Training.

EEO Guidelines
Personnel Practices and Procedures

Edith Sayre Auslander
Human Resources Director
Tucson Newspapers Inc. Partners
P.O. Box 26887
Tucson, Ariz. 85726
(602) 573-4252

Minority Group: Hispanic

Summary: Edith Sayre Auslander, human resources director for TNI Partners, (Tucson Newspapers Inc. Partners), has had a 29-year career in the newspaper business. She has been a reporter and editor for The Arizona Daily Star and an assistant professor of journalism at the University of Arizona.

Auslander was Tucson Woman of the Year for 1986, has won numerous awards for writing and editing, is a member of many community and national organizations and is the first Hispanic woman to be appointed to the Arizona Board of Regents, the governing body of the state university system. She was the 1989-90 president of the board.

One of 15 founders of the National Association of Hispanic Journalists, Auslander was listed in Hispanic Business magazine as one of 100 influential U.S. Hispanics. She was co-director of the Editing Program for Minority Journalists in 1982 and 1983 and is a member of the Senior Faculty of the Institute for Journalism Education.

Fees: Travel and lodging, honorarium as normally provided.

References: Institute for Journalism Education Editing Program—A. Stephen Monteil
Gannett Co., Inc.—James Jones

Specialty Topics: Personnel Practices and Procedures; Minority Hiring; EEO Guidelines; Newspaper Writing and Editing.

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"Role-Model" Appearances

Elaine Ayala
Feature Writer
Austin American-Statesman
166 E. Riverside Drive
Austin, Texas. 78704
(512) 445-3632

Minority Group: Hispanic

Summary: Elaine Ayala is a 10-year veteran of newspaper business. She has been a reporter, copy editor, page designer, editorial writer and is now writing news features in her native Texas. She has worked for the Plain Dealer in Cleveland; the Arizona Daily Star in Tucson; the Caller-Times in South Texas; and is currently at the Austin American-Statesman. She has served on the board of directors of the National Association of Hispanic Journalists and on the minority participation committee of the National Conference of Editorial Writers. She is a graduate of the University of Pennsylvania and was among the fellows of the 1982 class of the Editing Program for Minority Journalists run by the Institute for Journalism Education. In 1987, she was named an Outstanding Woman of America.

Fees: Not required.

Special Instructions: Interested in student conferences and "role-model" type appearances.

Corporate Relations
Newspaper Public Relations
with Minority Communities

KC (Kermit C.) Burton
Public Affairs Manager
The Baltimore Sun
501 N. Calvert Street
Baltimore, Md. 21278-0001
(301) 332-6239

Minority Group: Black

Summary: KC Burton has been public affairs manager at the Baltimore Sun since 1988. Prior to that, he was community service manager and assistant public affairs manager of the newspaper. His 15 years in community relations and public relations includes five years in public information for the mayor of Baltimore. Burton has a B.S. from Shaw University, Raleigh, N.C. and has studied at Morgan State University and University of Maryland School of Law. He is active in several community and professional associations including chairmanship of the International Newspaper Marketing Association's minority committee.

Fees: Travel and lodging.

Specialty Topics: Publications; corporate relations with minority communities; newspaper public relations with minorities.

Special Instructions: One month notice preferred if audio-visual elements are requested for a presentation.

Blacks/Women in Media
History of the Black Press

Betty Winston Baye
Assistant Editor
The Courier-Journal
525 W. Broadway
Louisville, Ky. 40202
(502) 582-4278

Minority Group: Black

Summary: A native of Brooklyn, New York, Baye attended the city's public schools. In 1979, she graduated from Hunter College, City University of New York with a B.A. in communications. In May, 1980 she received her masters degree from Columbia University Graduate School of Journalism. Her novel The Africans was published in 1983. She was named YMCA Black Achiever in 1986 and was the recipient of the 1989 Leadership Louisville Award. In March 1988, she was a member of visiting faculty at Poynter Institute in St. Petersburg, Florida, and in April 1988 she was moderator for the "Kerner Commission, 20 Years Later" conference sponsored by The Commercial Appeal, Memphis. She recently has joined the Nieman Fellow Class of 1990-1991.

Baye writes for Essence Magazine and other black publications. She is coordinator of NABJ's Special Honors Committee.

Fees: Travel and lodging, $350.00.

References:
David Hawpe,
Editor
The Courier Journal

Frank Render, Chairman
Communications Dept.
Hampton University

Specialty Topics: Blacks/Women in Media; History of Black Press; Afro-American History; Breaking Into Media When You're Over 30; Covering Non-white Communities (source building).

Performance Evaluations
How to Succeed in the
Business World

Amalio Carneiro
Vice President/Group Personnel
The New York Times Regional Newspaper Group
3414 Peachtree Rd. NE, Suite 1560
Atlanta, Ga. 30326
(404) 262-4004

Minority Group: Hispanic

Summary: Amalio Carneiro has worked for The New York Times Company since 1978 as personnel director. In this position, he conceptualized the personnel department for a chain of 13 newspapers, which has now grown to 35 newspapers. In March 1986, he was promoted to vice president of group personnel. Prior to working at The New York Times Company, Mr. Carneiro worked at The Bendix and The Greyhound Corporations in the capacity of employee relations manager over a period of nine years. He has a B.S. degree in electrical engineering from the University of Florida.

Fees: Not required.

References: Newspaper Personnel Relations Association Workshop—Pat Renfroe, Director, Personnel Relations and Training Services, ANPA

Tennessee Press Association—Earl Thornton

Specialty Topics: Performance Evaluations; Termination Guidelines; Open Door; Minority Self-Image; How To Succeed in the Business World.

Recruiting Minority Students

Donald W. Carson
Professor of Journalism
Franklin Building
University of Arizona
Tucson, Ariz. 85721
(602) 621-5034

Minority Group: None

Summary: Donald Carson has been head of the University of Arizona Journalism Department, co-director of the Editing Program for Minority Journalists and managing editor of the Summer Program for Minority Journalists. He has worked full time for the Associated Press in Washington, D.C. and Phoenix and for the Arizona Daily Star. He has worked summers for the Arizona Daily Star, Los Angeles Times, Charlotte Observer and San Diego Union and for The Associated Press in New York, Miami and Denver and was a Fulbright lecturer in Ecuador.

Fees: Travel and lodging.

References: A. Stephen Montiel, President, Institute for Journalism Education
ASNE Job Fairs, master of ceremonies—Edith S. Auslander,
Director of Human Resources, Tucson Newspapers

Specialty Topics: Serving the Reader through Newsroom Desegregation; Recruiting Minority Students.

* * * * *

Reporting
Minorities in Journalism

Mei-Mei Chan
Assistant Metro Editor
Chicago Sun-Times
401 N. Wabash
Chicago, Ill. 60611
(312) 321-3000

Minority Group: Asian American

Summary: Before switching to the news side as an assistant metro editor for the Sun-Times, Mei-Mei Chan was an associate editor for USA Weekend, a Sunday newspaper supplement with a circulation of 15 million. Prior to that, she was a cover story reporter for USA Today, and a feature reporter at the Danville (Ill.) Commercial-News. She is a communications graduate of the University of Illinois at Champaign-Urbana. Chan was born in Canton, China, and lived in Hong Kong for two years before immigrating to the United States at age seven. She is currently a national vice president for the Asian American Journalists Association. She was a speaker for the National Endowment for the Arts' observance of Education's summer minority program and a participant in a New Directions for News brainstorming roundtable.

Fees: Not required.

References: Gannett Foundation—Alice Bonner

Specialty Topics: Reporting; Minorities in Journalism.

Yves Colon
Interim Executive Director
Multicultural Management Program
P.O. Box 838
Columbia, Mo. 65205
(314) 882-4198

Minority Group: Black

Summary: Born in Haiti, fluent in French, Spanish and Creole, Yves Colon earned a B.A. in Political Science from Brooklyn College. He also earned an M.A. in Romance Languages and an M.A. in Journalism, both from the University of Missouri-Columbia.

Yves started his newspaper career in 1983 as a staff writer for the Miami Herald. In 1986, he moved on to become a reporter for the Associated Press wire service in Haiti, covering the turmoil in Haiti following Jean-Claude Duvalier's departure, while also writing stories for ABC radio, Christian Science Monitor and the Caribbean Branch of the Voice of America in 1987. Colon moved to Columbia, Missouri in 1989 to become city editor for the Columbia Misssourian newspaper. He is presently the Interim Executive Director for the Multicultural Management Program based at the University of Missouri-Columbia School of Journalism.

Colon has received such awards and honors as: 1987 InterAmerican Spot News Coverage Award, which was given to three Miami Herald reporters for the coverage of Jean-Claude Duvalier's departure from Haiti. The Medal of Valor, awarded in a ceremony at the State Department for helping rescue stranded American journalists under fire from soldiers during the 1987 attempted elections in Haiti and the Superior Honor Award for Journalism, awarded by the United States Information Agency for establishing the Caribbean Service of the Voice of America.

Fees: Travel and lodging.

Specialty Topics: Multicultural Management.

Preparing for a Career in Journalism
Preparing for a Management Career in Journalism

Humberto Cruz
Day City Editor
News and Sun-Sentinel Company
101 N. New River Drive
Fort Lauderdale, Fla. 33301
(305) 761-4499

Minority Group: Hispanic

Summary: Born in Cuba, Humberto Cruz came to the United States in 1960. A 1967 graduate of the University of Miami with a degree in communications, Cruz has served as reporter and editor with the Miami News, Miami Herald, Kansas City Star and Fort Lauderdale News and Sun-Sentinel. He is currently day city editor at the News and Sun-Sentinel.

Fees: Not required.

References: National Association of Hispanic Journalists, Washington, D.C.

Specialty Topics: Preparing for a Career in Journalism; Preparing for a Management Career in Journalism; Covering the News.

Indian Press
State, Local and Tribal Politics

Paul DeMain
Managing Editor
News from Indian Country
Rt. 2, Box 2900-A
Hayward, Wis. 54843
(715) 634-5226/3007

Minority Group: Native American

Summary: Paul DeMain currently is managing editor of News from Indian Country, published by a private enterprise, Indian Country Communications Inc., where he serves as President. Indian Country Communications, Inc., is a Wisconsin-based communications service offering technical and public relations consulting and programs. The Journal is one of three independently owned tribally oriented newspapers in the United States. DeMain formerly served as adviser on Indian Affairs Policy to the governor of Wisconsin. In that capacity, he was liaison between the governor's office, 11 federally recognized tribes and urban Indian communities. He also is owner of the Great Lakes Indian News Bureau, a service that links area Indian publications to enhance news coverage.

DeMain was previously managing editor of the Lac Courte Oreilles Journal, a monthly newspaper in Hayward, Wisconsin. He also held the positions of public information officer for the Lac Courte Oreilles tribal government and acting manager of Lac Courte Oreilles Graphic Arts Inc. He attended the University of Wisconsin where he majored in journalism.

Among DeMain's numerous other activities are: Board of Directors, Native American Journalists Association; Executive Board, Governor's Interstate Indian Council; and Representative, Governor's Council on Minority Business Development. His past activities include acting director of the Great Lakes Indian News Association and director of the American Indian Journalism Workshop at the University of Wisconsin.

Fees: Travel and lodging, $300 per day.

References: Anthony S. Earl, Governor, Madison, Wis.
Dr. Rick St. Germaine, Hayward, Wis.
Chairman Purcell Powless, Oneida, Wis.

Specialty Topics: Indian Press-State, Local and Tribal Politics.

Media Criticism
U.S. Latino Issues
U.S.—Mexico Issues

Mercedes Lynn de Uriarte
Assistant Professor
Department of Journalism, College of Communication
University of Texas
Austin, Texas 78712
(512) 371-0936

Minority Group: Hispanic

Summary: Mercedes Lynn de Uriarte formerly served as assistant editor of the Opinion section of the Los Angeles Times from 1977 to 1982 and following that was a Times staff writer on urban affairs and social demographics in Southern California. Through numerous fellowships, she has had the opportunity to write articles on Central America and its impact on U.S. Latinos and to teach professional journalists in Peru. Professor de Uriarte's areas of expertise are U.S. Latino issues, Latin America and media criticism. She is presently a consultant to the Austin American-Statesman, a Cox newspaper and is a faculty fellow at the Poynter Institute for Media Study in St. Petersburg, Fla. Honors include Alicia Patterson Fellow; Fulbright Lecturer, Journalism (Peru); Kellogg Fellow; Ford Fellow; Woman of the Year.

Fees: $700 per engagement.

References:

Los Angeles Times Opinion Section—Art Seidenbaum, editor
College of Communication, University of Texas, Austin—Dean Robert Jeffrey
Institute for Latin American Studies, University of Texas, Austin—Dr. Richard Adams

Specialty Topics: Media Criticism; Media Coverage; U.S. Latino Issues; U.S.—Mexico Issues; U.S.—Central America Issues; Minority and Media Issues.

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Ethnic Politics and U.S. History
Arizona Politics

Richard H. de Uriarte
Editorial Writer
The Phoenix Gazette
120 East Van Buren
Phoenix, Ariz. 85004
(602) 271-8912

Minority Group: Hispanic

Summary: Richard de Uriarte has been a Phoenix Gazette editorial writer for five years. He previously served as the Gazette's legislative and political writer. A graduate of St. Joseph's University in Philadelphia, he earned his master's degree in public affairs journalism from Marquette University. He won a Fulbright and Rotary scholarship to Peru in 1969.

Fees: Not required.

Reference: Mary-Beth Bloom, public relations, Phoenix Newspapers

Specialty Topics: Arizona Politics; Ethnic Politics & U.S. History; Minorities in Journalism.

Rickie Fields
Display Advertising Manager
Springfield News-Sun
202 N. Limestone Street
Springfield, Ohio 45502
(513) 328-0239

Minority Group: Black

Summary: Rickie Fields began his career in the newspaper business in 1977 with the Dayton (Ohio) Daily News as a district manager in the circulation department and was transferred to the retail advertising department as an account executive. He was later promoted to senior account executive and coordinator of special sections.

In 1989 he became display advertising manager for the Springfield News-Sun, Springfield, Ohio (A Cox newspaper).

Fields has served as president of Dayton Newspapers/Ohio Federal Credit Union, president of the Independent Workers Union and committee member of many programs. He was recently awarded a fellowship from ANPA Foundation to the "Leadership in the Advertising Department" seminar.

His professional affiliations include the Chamber of Commerce, Urban League and Junior Achievement.

Fees: Travel and lodging.

References: Clark State Community College, Marketing/Advertising Department.
Tecumseh High School/Springfield
Fairport Elementary (Partners on Education/Dayton)
Clark Company Business Exposition/Springfield Workshop

Hiring, Promotion and Retention of Minorities
Organization and Team Development

Albert E. Fitzpatrick
Assistant Vice President/ Minority Affairs
Knight-Ridder Inc.
One Herald Plaza
Miami, Fla. 33132-1693
(305) 376-3934

Minority Group: Black

Summary: Prior to joining Knight-Ridder Inc., Mr. Fitzpatrick held virtually every newsroom position from reporter to executive editor for the Akron (Ohio) Beacon Journal. He directed the Pulitzer Prize coverage of the Kent State demonstrations. He is recipient of the John S. Knight-SDX Award for outstanding achievements, the National Association of Black Journalists Lifetime Achievement Award, the Kent State Journalism Outstanding Alumnus Award, and Freedom Journal's Editor of the Year Award. A graduate of Kent State University, Fitzpatrick served as associate professor for Northwestern University and is past president of the National Association of Black Journalists. He is also Radford Professor at Baylor University and a consultant for the World Press Freedom Committee. In 1989 Fitzpatrick received the Ida B. Wells Award for industry leadership in the area of minority affairs.

Fees: $500 per engagement.

References: Newsday Conference—Reggie Tuggle
Louisiana-Mississippi Associated Press Managing Editors Association—Henry Ackerman
Institute for Journalism Education Minority Editing Conference—A. Stephen Monteil
Poynter Institute—Karen Brown

Specialty Topics: Hiring, Promotion and Retention of Minorities; Effective Communications; Organization and Team Development; Personnel Human Relations; Developing Career Interests of Young Minority Students.

The Pacific Rim and the U.S.
Asian American Issues

Jon Funabiki
Director
Center for Integration and Improvement of Journalism
San Francisco State University
1600 Holloway Avenue
San Francisco, Calif. 94132
(415) 338-7434

Minority Group: Asian American

Summary: Jon Funabiki is the founding director of San Francisco State University's Center for Integration and Improvement of Journalism, created in 1990 to address issues related to ethnic diversity and the news media. He has been a journalist for 19 years and pioneered *The San Diego Union's* Pacific Rim reporting beat on East Asian affairs and U.S. - Asia trends. He is a recipient of the John S. Knight Professional Journalism Fellowship, Stanford University, and the Jefferson Fellowship, East-West Center. Funabiki is active with the Asian American Journalists and the World Affairs Council.

Fees: Travel and lodging.

Specialty Topics: The Pacific Rim and the U.S., Asian American issues, minorities and the news media, mentor programs for journalists.

Minorities in the Newsroom
Effective Management
Searching for Excellence

Gerald Garcia
Editor and Publisher
The Knoxville Journal
210 W. Church Ave.
Knoxville, Tenn. 37901
(615) 521-8151

Minority Group: Hispanic

Summary: Gerald Garcia attended Blinn Junior College in Brenham, Texas, and received a B.A. degree in journalism from Texas A & M University in College Station, Texas. He began his newspaper career as a reporter and sports editor at the Brenham (Texas) Banner-Press in 1965, moving two years later to the Corpus Christi (Texas) Caller-Times as a sports writer/sports news editor. He joined the Fort Worth Star-Telegram in 1969 and worked there for nine years, serving as a sports writer, sports editor and assistant morning edition editor. Garcia then spent a year as director of newsroom operations at the Kansas City (Mo.) Star/Times before being named assistant to the publisher in 1978. He also served as program director for minority training with Capital Cities Communications, Inc., until leaving in 1981 to become general executive of the San Bernardino (Calif.) Sun. Later that year, he was named editor and publisher of the Tucson Citizen. He assumed additional responsibility as vice president and publisher of the Bryan-College Station Eagle, a position he held until July of 1988. At that time, he was named editor and publisher of The Knoxville Journal. In addition to his duties at the Journal, he serves as president and publisher of the Maryville (Tenn.) Daily Times. Garcia currently chairs the Task Force on Minorities in the Newspaper Business.

Fees: Not required.

References: ANA Phoenix—Ted Hecht
Native American Press Association—Tim Giago

Specialty Topics: Minorities in the Newsroom; Effective Management; Searching for Excellence.

Newsroom Hiring
Editorial Quality

John Genzale
Managing Editor
Tribune Newspapers
120 W. 1st Ave.
Mesa, Ariz. 85502
(602) 898-6546

Minority Group: None

Summary: John Genzale has been in the newspaper business for 16 years. He is presently managing editor of Tribune Newspapers, a Cox Enterprises three-newspaper group headquartered in Mesa, Ariz. Genzale was formerly at the Miami News, where he held the position of assistant managing editor, having been promoted from news editor. Prior to that assignment he served as wire editor. He had also served as managing editor, having been promoted from city editor, for the Philadelphia Journal. From 1976 to 1980 Genzale was editor and publisher of his own weekly newspaper at Lake Tahoe. He holds a master's degree in journalism from Columbia University and two bachelors' degrees from the University of California, Berkeley. He served during the Vietnam war as a communications specialist on a Special Forces 'A' team. He was an adjunct journalism professor at Arizona State University, 1989-1990 and an instructor for the Institute for Journalism Education in the summer of 1990.

Fees: Travel and lodging.

References: Miami Conference on Black Media —Carman Morris
Florida Society of Newspaper Editors—Tom Weber

Specialty Topics: Newsroom Hiring; Training; Editorial Quality.

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Getting a Job on a Smaller Newspaper
Editorial Writing

Loren Ghiglione
Editor
The News
25 Elm Street
Southbridge, Mass. 01550
(508)764-4325

Minority Group: None

Summary: Loren Ghiglione, editor of The News, Southbridge, Mass., is the immediate past president of the American Society of Newspaper Editors. He was the first chair of the Task Force on Minorities in the Newspaper Business and curator for a Library of Congress exhibit on the American Journalist. He has a variety of publications to his credit: The American Journalist: Paradox of the Press, Evaluating the Press, Improving Newswriting, and The Buying and Selling of America's Newspapers. Ghiglione holds a B.A. degree from Haverford College, a Master of Urban Studies from Yale, and a Ph.D. in American Civilization from George Washington University.

Fees: Expenses, if possible.

Reference: The Courier-Journal, Louisville, Ky.—Merv Aubespin

Specialty Topics: Getting a Job on a Smaller Newspaper; Editorial Writing; Media Entrepreneurship.

Sports
Minority Affairs

Thomas H. Greer
Executive Editor
The Plain Dealer
1801 Superior Ave.
Cleveland, Ohio 44114
(216) 344-4123

Minority Group: Black

Summary: Thomas H. Greer was named editor of The Cleveland Plain Dealer on January 14, 1990. Greer, executive editor since January 1989, had been managing editor. He has also served as the editor in charge of the editorial division of Ohio's largest newspaper since October 1987.

Greer, 47, began his journalism career as a reporter for the Trenton (N.J.) Times in 1965, where he worked for eight years. After two years at The Plain Dealer as a general assignment/investigative reporter he joined the Chicago Sun-Times as the pro basketball writer in 1975. Greer also worked for the Philadelphia Daily News as a sportswriter/columnist, the New York Daily News as a sports columnist and The Philadelphia Inquirer as a sports feature writer/boxing reporter. He returned to The Plain Dealer as sports editor in 1983. Greer is a graduate of Dillard University, where he majored in political science.

He served on the 1989 Pulitzer Prize Nominating Jury as the Chairman of its committee judging commentary entries and on the 1988 Pulitzer Jury as chairman of its committee judging investigative reporting entries.

He is a member of the American Press Institute's Central Regional Advisory Board, the American Society of Newspaper Editors, the Associated Press Managing Editors' Association, the Associated Press Sports Editors' Association, the St. Luke's Hospital Association in Cleveland, and the Board of Directors of the National Junior Tennis Association. He is also a member of the Omega Psi Phi Fraternity.

Fees: Travel and lodging.

Specialty Topics: Sports; Minority Affairs; Management.

Picture Usage in Small Newspapers
Photojournalism

Robert D. Hanashiro
West Coast Staff Photographer
USA TODAY
10877 Wilshire Blvd.
Los Angeles, Calif. 90024
(213) 443-8908

Minority Group: Asian American

Summary: Robert Hanashiro attended California State University, Fresno, as a journalism major and in 1976 went to work for the Fresno Guide as sports writer and photographer. He recently joined USA TODAY as their West Coast staff photographer, working out of Los Angeles. He has been with Gannett for 11 years, ten as the chief photographer of the Visalia Times-Delta where he won numerous state and national awards including 15 in the annual Associated Press News Executive Council photo competition (winning "best of the competition" in 1984 for a picture story on a burn ward); a second in the best of Gannett in 1983 and a third in the National Press Photographer's Association (NPPA) Pictures-of-the-Year in the Sports Portfolio category. Hanashiro has made a personal commitment to helping area schools by speaking on a regular basis at high schools, junior colleges and universities. He enjoys looking at student and young photojournalist's work, offering suggestions and critical analysis. In his current position, he does extensive traveling around the western United States, covering such major events such as the Super Bowl, World Series, NCAA basketball playoffs, Academy Awards and Grammy Awards.

Fees: Travel expenses and $100 speaking fee.

References:
Paul Whyte
Director of Photography
USA TODAY

Greg Lewis
Photojournalism Professor
California State University, Fresno

Bill Steinhauer
Managing Editor
The Boise Idaho Statesman, Boise

Specialty Topics: Picture Usage in Small Newspapers; Use of Color in a Small Daily; Sports Photography; Motivational Talk on Photojournalism.

Special Instructions: If slide/tape show is used, Hanashiro would need to have a good quality cassette deck and two slide projectors provided. The show is 20 minutes and combines his photos with music.

Mexico
Immigration
Drug Issues

Ruben Hernandez
Staff Writer
Tucson Daily Citizen
P.O. Box 26767
Tucson, Ariz. 85726-6767
(602) 573-4592

Minority Group: Hispanic

Summary: Ruben Hernandez is staff writer at the Tucson Daily Citizen. His experience has included covering Mexico, minority affairs, Hispanic affairs, immigration, gangs and drug issues. Hernandez was winner, 1988 Best of the West Contest, General Reporting Category, for "The War at Crack Corner," and Co-winner, 1987 H.L. Mencken Writing Award. He has a B.A. degree in journalism from Arizona State University.

Fees: Travel and lodging, $100.

References:

Concerned Media Professionals Seminar, panel discussion for high school students and teachers—Gabriela Fimbres, Tucson Daily Citizen staff writer

Specialty Topics: Mexico; Minority Affairs; Immigration; Gangs; Drug Issues; Minorities in Media.

Minority Hiring
Recruitment and Promotions
Newspaper Circulation

Booker T. Izell
Manager of Human Resources Development
Cox Enterprises Inc.
1400 Lake Hearn Drive
Atlanta, Ga. 30319
(404) 843-5328

Minority Group: Black

Summary: Booker T. Izell joined Cox Newspapers in October 1965 as a district circulation representative for the Dayton (Ohio) Daily News. Izell was promoted to zone manager in 1970 and to circulation manager in 1972. In 1978, he transferred to Springfield, Ohio, and held the position of circulation director for the Springfield News-Sun. Izell relocated to Atlanta in 1984 when he was named single copy manager for the Atlanta Journal and Constitution. In 1986 he was promoted to fleet operations director. A year later in 1987 Izell was named to his current position of manager of human resources development for Cox Enterprises Inc. Among his professional affiliations are the Task Force on Minorities in the Newspaper Business (Vice Chair); National Association of Black Journalists; National Association of Hispanic Journalists; life membership in the Ohio Circulation Managers Association; National Association of Broadcasters; Asian American Journalists Association; Atlanta Business League; and the Atlanta Urban League. He is on the Visitors Boards of Florida A & M and Ohio University. Izell also serves on the Advisory Board of the University of Missouri's Multicultural Management Program, and is a member of the Native American Journalists' Association.

Fees: Not required.

References:

Ohio Circulation Managers Association (seminar leader)
Southern Circulation Managers Association (lecture)
ANPA (panel discussion)
U.S. Postal Service, Detroit (keynote address)
Multicultural Management Program, University of Missouri (seminar leader)
Ohio State University (seminar leader)
University of South Carolina (seminar leader)
Dayton (Ohio) Urban League (keynote address)
American Press Institute (seminar leader)
International Circulation Managers Association (seminar leader, panel discussion, lecture)

Specialty Topics: Minority Hiring, Recruitment, Promotions; Minorities Working in Corporate America; Newspaper Circulation.

Sanders LaMont
Executive Editor
The Modesto Bee
P.O. Box 3928
Modesto, Calif. 95352
(209) 578-2350

Minority Group: None

Summary: A journalism graduate of the University of Alabama and NEH Humanities Fellow in Journalism at the University of Michigan, Sanders LaMont has served as a reporter at the Atlanta Journal and The Miami Herald, and as Gannett bureau chief for Florida's TODAY. LaMont also has held the position of editor at the Ft. Myers (Fla.) News-Press, The Marietta (Ohio) Times, and The Modesto Bee, which was California's 1985 General Excellence Award winner. LaMont has won state newswriting awards. He has served as regional chairman for ASNE job fairs in 1985 and as minority scholarship chairman in 1986 and 1987. He also has served as State AP News Executive Council Chair in 1985, Pulitzer Juror in 1985-86, and on the ASNE Minorities Committee 1983-89.

Fees: Not required.

References:

Community Forum—John Ward, General Manager
Modesto Rotary—Bob Cardoza
American Press Institute—Don Lippincott

Specialty Topics: Staff Development and Training (with emphasis on minority recruiting and intern programs).

Special Instructions: LaMont prefers to provide straightforward "How-To" programs with discussions.

Financial Management for Non-Financial Managers
Cultural Differences between Chinese and Americans

Tally C. Liu
Vice President & Controller
Knight-Ridder Inc.
One Herald Plaza
Miami, Fla. 33132
(305) 376-3912

Minority Group: Asian American

Summary: Tally Liu became Vice President and Controller at Knight-Ridder Inc. in 1990. He previously held positions at the San Jose (Calif) Mercury News as Controller (1983), Chief Financial Officer (1986), and Vice President (1987). Prior to that, he was Assistant Controller and Controller at the Boca Raton (Fla.) News.

Mr. Liu has an MBA degree from Florida Atlantic University and a Bachelor of Commerce degree with a major in Business Administration from National Chenchi University, Taipei, Taiwan. He is a CPA in the state of Florida.

Fees: Not required.

References:

Asian American Journalists Association, lecture—Diane Wong
University of Missouri program, lecture—Debbie Ryan

Specialty Topics: Budgeting; Long-term Planning; Financial Management for Non-financial Managers; Minority Issues; Cultural Differences between Chinese and Americans.

* * * *

Norman A. Lockman
Managing Editor
The News-Journal (Gannett Newspapers Group)
P.O. Box 1111
Wilmington, Del. 19899
1-800-235-9100 ext. 2857

Minority Group: Black

Summary: Norman Lockman has been managing editor of The News Journal since October 1984. He returned to The News Journal, where he began his full-time career as a journalist in 1969, after nine years at The Boston Globe where he was State House bureau chief and political columnist. He and six colleagues at The Boston Globe won a Pulitzer Prize for special local reporting in 1984. Born in 1938, he has been in the newspaper business since the late 1950s and has been a sports writer, military weekly editor, general assignment reporter and editorial writer.

Fees: Negotiable.

References:

National Association of Black Journalists—DeWayne Wickham
American Society of Newspaper Editors—Acel Moore

MBAs in the Newspaper Industry
Changing Economics of the Newspaper Industry

Dickson L. Louie
Circulation Planning Manager
Los Angeles Times
Times Mirror Square
Los Angeles, Calif. 90053
(213) 237-3197

Minority Group: Asian American

Summary: Dickson Louie is currently Circulation Planning Manager for the Los Angeles Times. In this capacity, he is responsible for circulation analysis, planning and development.

Louie began his newspaper career at The Times as a summer intern in the Financial Planning Department in 1983. A year later, he joined The Times on a full-time basis as a Financial Planning Analyst. In 1988, he was promoted to Senior Planning Analyst and in 1989, to his current position.

Louie received his undergraduate degree in Business Administration, with a minor in journalism, from California State University, Hayward, in 1980. He received his MBA in Finance and Marketing from the University of Chicago where he was a COGME Fellow.

Louie is currently Treasurer of the Los Angeles Chapter of the Asian American Journalists Association.

Fees: Travel.

Specialty Topics: "MBAs in the Newspaper Industry," "Minorities on the Business Side of Newspapers" and "Changing Economics of the Newspaper Industry"

Special Instructions: Minimum of three to four weeks notice before the event.

Reid MacCluggage
Editor and Publisher
The Day Publishing Co.
47 Eugene O'Neill Drive
New London, Conn. 06320
(203) 442-2200

Minority Group: None

Summary: Before assuming his current position as editor and publisher of The Day Publishing Co., Reid MacCluggage was managing editor for The Hartford Courant. He has held the following positions: chairman, Minorities Committee, Associated Press Managing Editors Association; vice chairman, Task Force on Minorities in the Newspaper Business; president, New England Associated Press News Executives Association; director, Connecticut Council on Freedom of Information; director, The Day Publishing Co.; Pulitzer Prize juror. He is founder of the Bodenwein Fellowship for Minorities. MacCluggage, who holds a BA degree from the University of Hartford, was the 1983 recipient of the University of Hartford Distinguished Alumnus Award.

Fees: Not required.

References:

Department of Journalism, University of Connecticut,
Storrs, Conn.—Maureen Croteau
American Press Institute, Reston, Va.—Terri Dickerson-Jones, Associate Director

Specialty Topics: Minority Recruitment and Related Issues.

Minorities in Newspapers
Hispanic Issues

Melinda Machado
Staff Director, Task Force on
Minorities in the Newspaper Business;
Asst. Manager/Minority Affairs,
American Newspaper Publishers Association Foundation
The Newspaper Center
Box 17407 Dulles Airport
Washington, D.C. 20041
703/648-1285

Minority Group: Hispanic

Summary: Melinda Machado is staff director of the Task Force on Minorities in the Newspaper Business, a coalition of 43 national and regional newspaper associations committed to increasing opportunities for minority men and women in the newspaper industry. She is also assistant manager of minority affairs for the American Newspaper Publishers Association.

Machado has a Bachelor of Journalism and a Bachelor of Arts in Government, both from the University of Texas at Austin and will complete her Masters at George Washington University in the spring of 1991. She has worked as a reporter for The Kerrville (Texas) Daily Times; served as a legislative aide to the first Mexican American woman elected to the Texas House of Representatives; was Communications Director for the Southwest Voter Registration Education Project in San Antonio and a reporter for Hispanic Lin Weekly Report in Washington, D.C.

Currently, Machado serves as president of the Hispanic News Media Association and is a freelance critic for The Connection Newspapers in Northern Virginia.

Fees: Travel and lodging expenses.

Specialty Topics: Minorities in the Newspaper Business, Multicultural Awareness, Demographics and Hispanic Issues.

Editorial

Craig Matsuda
Assistant View Editor
Los Angeles Times
Times Mirror Square
Los Angeles, Calif. 90053
(213) 237-4788

Minority Group: Asian American

Summary: Craig Matsuda received bachelor's and master's degrees in journalism from Northwestern University. He held internships at the Chicago Tribune, Detroit Free Press and Binghamton (N.Y.) Evening Press. He has been makeup editor for the Houston Chronicle; reporter and assistant suburban editor for The Miami Herald; and Sunday Metro editor for The Denver Post.

Fees: Not required.

Reference: Institute for Journalism Education, editing seminar; Addie Rimmer, Director

Editorial

Morgan McGinley
Editorial Page Editor
The Day
P.O. Box 1231
New London, Conn. 06320
(203) 442-2200

Minority Group: None

Summary: Morgan McGinley received his B.A. degree from Colby College before attending the Washington Journalism Center as a fellow. He is secretary of the New England Society of Newspaper Editors and chairman of the Minority Affairs Committee. McGinley is a member of the Connecticut Council on Freedom of Information. He also is on the board of the National Conference of Editorial Writers and chairman of its Minority Affairs Committee. He received an award for Best Editorial from Sigma Delta Chi in Connecticut, and runner up in the special projects category for New England Associated Press News Executives Association with his editorial series on the 1984 presidential election.

Fees: Travel and lodging.

References: New England Society of Newspaper Editors Board—established—Job Bank, May 1986

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Public Broadcasting
Hispanics in Media

Jose Daniel McMurray
Executive Director
National Association of Hispanic Journalists
National Press Building, Suite 1193
Washington, D.C. 20045
(202) 347-4670

Minority Group: Hispanic

Summary: Jose McMurray has 17 years experience in public radio. He left a senior producer position at National Public Radio to become executive director of NAHJ in February 1990.

He joined NPR in 1979 as an associate producer and his experience is in bilingual communications, Hispanic markets and broadcasting in Latin America.

In 1984, McMurray received the Premio Espana by the King of Spain and in 1987, President Ronald Reagan presented him with a Presidential Life Achievement Award. Recently, the Government of Brazil honored him with the Heitor Villa-lobos award.

Fees: Travel and lodging, $100.

Specialty Topics: Public Broadcasting, Hispanics in Media.

Presidential Politics
Covering the Political Beat

Kevin Merida
Assistant Managing Editor
The Dallas Morning News
Communications Center
Dallas, Texas 75265
(214) 977-8222

Minority Group: Black

Summary: Kevin Merida was awarded his B.S. degree in journalism from Boston University in 1979. He is a 1979 graduate of the Institute for Journalism Education's Summer Program for Minority Journalists at the University of California/Berkeley. Merida worked for The Milwaukee Journal from 1979-83. His duties included general assignment reporting and editing on the metro desk. He won three state awards, including the UPI spot news for coverage of a prison uprising. In January 1987 Merida worked for The Dallas Morning News' Washington bureau where he began as special projects reporter and moved on to be a national reporter. During 1988 he covered the presidential campaign full time and beginning in January 1989, he covered the White House. He recently returned to Dallas where he became an assistant managing editor. Merida was a member of a Dallas Morning News team nominated for the Pulitzer Prize for explanatory journalism. The entry: "Hidden Wars," which took public attention was published in August 1989.

Fees: Not required, but appreciated depending on the group's means.

References: Sigma Delta Chi, Dallas—Stan Matthews
American Society of Newspaper Editors—Buster Haas
National Association of Black Journalists—Ruth Allen

Specialty Topics: Presidential Politics; Covering the Political Beat; Planning a Career in Print Journalism; The Politics of the Newsroom.

Editorial

Lincoln Millstein
Assistant Managing Editor, Features
The Boston Globe
135 Morrissey Blvd.
Boston, Mass. 02107
(617) 929-2891

Minority Group: Asian American

Summary: Born and raised in Taipei, Taiwan, Millstein was adopted by an American G.I. in 1958. He received a B.A. in political science at the University of Connecticut. Millstein worked 10 years at the Hartford Courant before joining The Boston Globe in 1983.

Fees: Not required.

References: Organization of Chinese Americans National Convention, panel Boston College Executive Management Training 1987, 1988; Chinese for Affirmative Action Banquet, San Francisco; Harvard Business School Advanced Management Program, panel; Harvard Business School MBAs, panel.

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Latinos in the Media
Latinos in Southern California

Julio Moran
Reporter/Staff Writer
Los Angeles Times
1717 4th Street Suite 200
Santa Monica, Calif. 90401
(213) 314-1272

Minority Group: Latino/Chicano

Summary: Julio Moran graduated from Pepperdine University, Malibu, Calif., in April 1978, with B.A. degrees in journalism and history. He has worked for the Herald Examiner in Los Angeles and NUESTRO magazine, an English-language publication for U.S. Latinos, in New York. He has been with the Los Angeles Times since October 1981. In 1984, Moran was part of a team of reporters and photographers who won the Pulitzer Prize for public service for a series on Latinos. Moran has taught magazine production classes at the University of Southern California and at California State University, Los Angeles, and was an instructor at the Los Angeles Urban Journalism Workshop in Los Angeles.

Fees: Not required.

References: Hispanic Media Conference, panel
American Press Institute writers workshop, group leader
California Chicano News Media Association Statewide Conference, panel

Specialty Topics: Latinos in the Media (broadcast and print); Latinos in Southern California.

Native Americans in Journalism
Women of the Press

Sharon M. Murphy
Dean and Professor
College of Communication, Journalism & Performing Arts
Marquette University
Milwaukee, Wis. 53233
(414) 224-7132

Minority Group: None

Summary: Sharon Murphy is dean and professor of the College of Communication, Journalism and Performing Arts, Marquette University, and is past president of the 2,100-member Association for Education in Journalism and Mass Communication. She is co-author of Great Women of the Press; co-editor of International Perspectives on News; and co-author of Let My People Know: American Indian Journalism 1828-1978. She is co-editor of Screen Experience: An Approach to Film and author of Other Voices: Black, Chicano and American Indian Press. Murphy has worked as a high school teacher, public relations director, magazine editor and newspaper reporter. She received the Women in Communications Inc. "Headliner Award" in 1985.

Fees: Depends upon the group, Travel and lodging.

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Merits of Bringing Blacks to the Fourth Estate
Highlighting the Newspaper Profession

Theresa Nance
Brevity, Black News and Views
P.O. Box 681
Allwood Road
Clifton, N.J. 07102
(201) 471-6566

Minority Group: Black

Summary: Theresa Nance is a professional writer who produces a weekly column based in the Dateline Journal, Clifton/Passaic, N.J. She was a semifinalist in the Chicago Sun-Times contest to replace Ann Landers. She has worked as an assistant editor, elementary school teacher, counselor, court representative and insurance company research analyst. Nance has a B.A. degree in sociology from Montclair State College in New Jersey and was selected one of the Outstanding Young Women of America in 1974. Community activities have included serving on the Tombrock Junior College Community Advisory Board in West Paterson, N.J., and serving as a member of the board of directors of the Mental Health Clinic in Passaic, New Jersey. Nance has now started her own monthly newsletter titled, Brevity, Black News and Views. She covers topical subjects and recently became the recipient of the United Passaic Organization's Small Business Award, and the Presidents Award from the NAACP in Passaic.

Fees: Negotiable.

References: Opportunities Industrialization Center, keynote address—
Harvey Nutter, Paterson, N.J., Schools
Deirbert Workshop Group, seminar participant—Cheryl Johnson,
208 Ellery Ave., Newark, N.J.

Specialty Topics: Highlighting the Newspaper Profession (to minority groups); Merits of Bringing Blacks to the Fourth Estate (to white groups).

Hispanics and the Media

Steve Padilla
Reporter, San Fernando Valley Office
Los Angeles Times
20,000 Prairie St.
Chatsworth, Calif. 91311
(818) 772-3326

Minority Group: Hispanic

Summary: Steve Padilla joined the Los Angeles Times in September 1987. From 1985 to 1987 he was at the San Diego Union and prior to that he was editor of the Hispanic Link Weekly Report in Washington. He was staff writer for NUESTRO and the Hispanic Review of Business and interned at the Hartford Courant and the Los Angeles Times. In 1984 he was one of five journalists to receive the National Press Foundation's Spanish language study fellowship in Cuernavaca, Mexico. He also was named the journalism department's outstanding senior when he graduated, cum laude, from the University of Southern California with a B.A. in history and journalism in 1982.

Fees: Not required.

References: KPBS-FM, San Diego—Paul Espinoza
Institute for Journalism Education, seminar—Diane Madrid
The Modesto (Calif.)Bee, media conference—Sanders LaMont

Specialty Topics: As a former board member of the National Association of Hispanic Journalists, Padilla can speak on NAHJ itself or on Hispanics and the media.

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Minorities in Newspapers
Marketing Yourself

Orage Quarles III
Publisher
The Stockton Record
530 E. Market Street
Stockton, Calif. 95202
(209) 546-8243

Minority Group: Black

Summary: Orage Quarles III began his career in 1969, starting in the production department of the San Bernardino (Calif.) Sun. He moved to the promotion and research department in 1974. Among the advertising positions he has held are account executive, national manager, retail manager and advertising director. In 1987, he became assistant to the president of Gannett West. In September 1987, he was promoted to his present position as publisher for The Stockton Record. Quarles, who majored in business administration, attended API in 1981, received an ANPA Foundation Fellowship in 1983, and was selected for the Gannett Management Development Program in 1985. Among his professional affiliations are Chamber of Commerce, United Way, ANPA Circulation Task Force, INAME Black Future Leaders and the Kiwanis Club.

Fees: Not required.

References: Gannett West—Roz Hooke-Black, Advertising Director
Institute for Journalism Education

Specialty Topics: Minorities in Newspapers; Marketing Yourself.

Vivyen J. Ray
Personnel Manager
Gannett Co. Inc.
535 Madison Ave.
New York, N.Y. 10022
(212) 715-5449

Minority Group: Black

Summary: Vivyen J. Ray joined the Gannett corporate personnel staff as Manager, College Relations and Recruiting, in January 1983 and was promoted to Manager, Staffing and College Relations in November 1984. In May 1987, she was promoted to Personnel Manager of Gannett's New York City headquarters which includes the Gannett Outdoor division headquarters and staffs of USA Today, USA Weekend, Gannett Transit, Gannett International and Gannett National Newspaper Sales.

As personnel manager, Ray is responsible for recruiting, equal employment opportunity/affirmative action, wage and salary, benefits administration, training and development, employee relations, community relations and personnel policies and procedures.

Ray is a graduate of the University of Baltimore, where she received a bachelor's degree in personnel and labor relations. Prior to joining Gannett, Ray worked for 12 years at the Baltimore Sun Newspapers, six years in advertising sales and six years in personnel administration.

She is also a Medical Specialist (medic) and Senior Instructor in the Army Reserves. She is a Sergeant First Class (SFC) with the 312th Training Battalion, Edison N.J.

Her professional affiliations include ASPA, The Executive Women's Network, the Personnel Information Sharing Network, the National Urban League and the Urban League's Black Executive Exchange Program (BEEP).

Fees: Not required.

References: University of Maryland Department of Journalism— Fra.. : Quine

Specialty Topics: Minority Hiring, Retention, Selection, Career Preparation.

Organizing High School Writing Contests
Conference Newspapers
Business Reporting

Maggie Rivas
El Paso Bureau Chief
The Dallas Morning News
310 N. Mesa, Suite 608
El Paso, Texas 79901
(915) 532-4408

Minority Group: Hispanic

Summary: Maggie Rivas received her bachelor's degree in journalism from the University of Texas at Austin in 1976 and a master of science in journalism from Columbia University the following year. Rivas worked for more than a year at UPI in Dallas as copy editor and reporter; completed a nine-month fellowship to Peru from InterAmerican Press Association; and served three years as general assignment reporter for The Boston Globe. For two years she was a television reporter for an ABC affiliate in Dallas, WFAA-TV. Rivas joined The Dallas Morning News in 1984 as a business reporter and now is the newspaper's El Paso bureau chief, covering the U.S. - Mexican border.

Fees: Not required.

References: Austin American-Statesman—John Henry
University of Texas, El Paso—Roberto Villarreal
The Wall Street Journal—Bea Garcia

Specialty Topics: Organizing High School Writing Contests; Forming a Local Chapter of Minority Journalists; Business Reporting; Organizing a Conference Newspaper Using Student and Professional Journalists.

The "Twisted" Road to Getting a Break in Journalism

Andrea Robinson
The Miami Herald
Copy Editor
One Herald Plaza
Miami, Fla. 33132
(305) 376-3564

Minority Group: Black

Summary: Andrea Robinson began her career as a general assignment reporter at the South Mississippi Weekly (black-owned). She joined the Hattiesburg (Miss.) American as copy editor in 1984 and moved to the Tucson Citizen as copy editor in 1986, becoming layout editor in 1987. Her layout work has been cited in the Washington Journalism Review. Robinson is a 1982 magna cum laude graduate of Jackson State University with a B.S. in journalism. She recently moved to Miami where she is working as a copy editor for The Miami Herald.

Fees: Travel and lodging.

References: Collegiate Job Fair, panel discussion—Edith Sayre Auslander, Tucson Citizen
High School Journalism Workshop, panel discussion—Elaine Ayala, Austin-American Statesman

Specialty Topics: The "Twisted" Road to Getting a Break in Journalism; Getting More Minorities in Copy Editing and Layout.

Managing a Diverse Workforce
Career Development

Mary Robinson
Manager, Staffing/Training/Human Resources
St. Paul Pioneer Press
345 Cedar Street
St. Paul, Minn. 55101
(612) 228-5007

Minority Group: Black

Summary: Mary Robinson is the Manager Employment/Training at the St. Paul Pioneer Press. She has over 11 years of experience in the areas of Managing a Diverse Workforce, Customer Service, Group Dynamics, and Instructional Design.

Ms. Robinson has a Master of Arts Degree in Organizational Leadership. She is an adjunct faculty member at the University of St. Thomas and Concordia College in St. Paul, Minn.

She is originally from Chicago and has resided in St. Paul for 16 years.

Fees: Negotiable.

References: The Management Center — University of St. Thomas, workshops
Prudential Insurance company, Workshops
Concordia College, Instructor
University of St. Thomas, Instructor

Specialty Topics: Managing a Diverse Workforce; Career Development; Customer Service; Management.

Jay Rodriguez
President
Hafif Family Foundation
265 West Bonita Ave.
Claremont, Calif. 91711
(714) 624-1671

Formerly, Vice President, Corporate Information National Broadcasting Company Inc.

Minority Group: Hispanic

Summary: Jay Rodriguez is currently president of the Hafif Family Foundation with offices in Claremont, California. He represents attorney Herbert Hafif, in funding a series of proposals designed to enable communities and organizations to assist themselves. He recently retired from the National Broadcasting Company, which he joined in 1969 and was named vice president, corporate information, West Coast, in November 1979. He was responsible for corporate advertising and corporate contributions and for communications with the entertainment industry, government and special interest groups on the West Coast. He worked for all divisions of NBC including news, sports, network, entertainment and NBC-owned stations.

He is a former vice president of the California Junior Chamber of Commerce and a national director of the U.S. Junior Chamber of Commerce. He has been honored for his community activities by more than 50 city, county, state and national organizations, including the governor of California, State Assembly and Senate, Los Angeles mayor's office, Los Angeles County Board of Supervisors and the Congress of the United States.

Rodriguez is the immediate past president of the Greater Los Angeles Press Club, member of the Board of Trustees of the University of LaVerne, is Vice Chair of the Los Angeles Chapter of the American Red Cross and a former member of the board of Los Angeles Urban League. He is a former chairman of the California State Commission for Peace Officers Standards and Training.

He joined KNBC, NBC's Los Angeles station, as administrator for community relations in 1969, became manager, press and community relations in 1975 and also served on the station's editorial board. He was promoted to vice president, corporate information in 1979 and assumed additional responsibilities for corporate events and corporate press in 1986.

A native of California, Rodriguez graduated from Mount San Antonio College in Walnut Creek and attended the University of California at Riverside, where he majored in business and public relations.

Fees: Not required.

Specialty Topics: Television and the Media.

Special Instructions: Will almost always need a 1/2" VCR and two monitors.

Recruitment
Attracting High School Students to Journalism

Ernest R. Sotomayor
Deputy Metropolitan Editor for Queens/Brooklyn
New York Newsday
80-02 Kew Gardens Road
Kew Gardens, N.Y. 11415
(718) 575-2550

Minority Group: Hispanic

Summary: Ernie Sotomayor is deputy metropolitan editor at New York Newsday for Queens/Brooklyn.

He joined Newsday in July 1989 after working 10 years at the Dallas Times Herald as a reporter and eventually associate editor, with responsibility for recruitment liaison with professional minority journalism organizations, community relations and staff development, and as a member of the newspaper's editorial board.

During 1987, he directed a year long project examining the immigration reform and amnesty program. The project won numerous local, state and national awards, including the national Sigma Delta Chi Distinguished Service Award for Public Service. While in Dallas he also worked as state editor and general assignments reporter.

Previously, he was a reporter for three years at the El Paso Herald-Post.

In 1977, he graduated with a bachelor's degree in journalism from the University of Arizona, and is a native of Tucson.

Sotomayor has served on the faculty of the Summer Program for Minority Journalists in Berkeley, Calif., and as program co-director in 1986. He was a faculty member in the Texas Women's University Department of Journalism.

Other:

Sotomayor was president of the Dallas-Fort Worth Network of Hispanic Communicators and a vice president of the National Association of Hispanic Journalists. In 1988, he was co-director of NAHJ's annual National Hispanic Media Conference in Dallas.

Fees: Not required.

References:

David Hamilton, Assistant Managing Editor, Newsday
Don Flores, President, NAHJ, Asst. to the President, Gannett West, Reno, Nev.
Joseph Demma, Brooklyn/Queens Editor, New York Newsday
James Toedtman, Managing Editor, New York Newsday

Specialty Topics: Recruitment, including attracting high school students to the profession; Coverage of minority communities, coverage by minorities; General News Coverage and Reporting.

Walterene J. Swanston
Manager/Minority Affairs
American Newspaper Publishers Association Foundation
11600 Sunrise Valley Drive
Reston, Va. 22091
(703) 648-1253

Minority Group: Black

Summary: Walt Swanston is a journalist with more than 20 years experience in print and broadcast news. Swanston has been special projects editor and executive editor, WUSA TV news, Washington, D.C. Swanston also has been copy editor and wirter for The Washington Post, and reporter for The Washington Star, the San Francisco Examiner and the San Francisco Sun-Reporter.

As minority affairs manager for ANPA Foundation, Swanston provides advisory services and runs training sessions for newspapers on multicultural issues, oversees the Foundation's minority affairs publications, works with youth outreach programs and administers the Minority Fellowship program to widen opportunities for minority employees and women in the newspaper business.

Fees: Travel and lodging expenses.

Specialty Topics: Managing diversity; multicultural awareness; retention of minority employees.

Media Advertising
Hispanics in Sales and Management

Laura E. Tellez
Advertising Sales Representative (Classified)
The Washington Post
1150 15th Street, NW
Washington, D.C. 20071
(202) 334-7030

Minority Group: Hispanic

Summary: Laura Tellez has five years sales & marketing experience, two of those years at The Washington Post as an advertising sales representative. Previously Tellez worked for a Washington television station in the sales department and as a researcher for the House Telecommunications Subcommittee. Prior to her career change into sales, she taught Spanish and was the Assistant Director of Admissions at Bowling Green State University in Ohio, her alma mater.

Her Honors include: Publisher's Award, The Washington Post, Ford Fellow, Kellogg Fellow, Outstanding Woman, 1984.

Fees: $300 per engagement (for educational charities).

Specialty Topics: Media Advertising, emphasis on newspaper & TV; Hispanics in Sales & Management; Hispanics, one of the fastest growing & most lucrative markets, Future career trends.

Special Instructions: Minimum of 3 - 4 weeks notice before event.

Circulation
Minority Recruitment and Hiring

Jacob B. Terrell, Jr.
Assistant Vice President of Circulation
The Washington Post
1150 - 15th Street, N.W.
Washington, D.C. 20071
(202) 334-5862

Minority Group: Black

Summary: Jacob B. Terrell, Jr. started as a distributor for The Washington Post in 1962. In 1971, Terrell was named Washington Post Distributor Of The Year. In 1972, he was promoted to the position of zone manager in the Single Copy Department and the following year to zone manager for City Home Delivery in Washington. Terrell received another promotion in 1974, becoming Washington Home Delivery Manager.

In 1977, Terrell returned to the Single Copy Department as an assistant manager. A year later, he became the director of the Single Copy Department. The Single Copy Department averages 22% of The Washington Post's daily and 24.6% of the Sunday circulation.

In 1980 Terrell joined the International State Circulation Managers Association where he has held various positions including president in 1988. Terrell has spoken to five ICMA Single Copy Seminars and to the ICMA Conferences in Chicago, and San Francisco, He also participated in The Philadelphia Enquirer Newspapers Minority Job Fair.

In June 1988, Terrell was chosen by Katherine Graham, Chairman of The Washington Post Board to be a recipient of The Eugene Myer Award. Presently Terrell is Assistant Vice President of Circulation for The Washington Post and is on The Board of Directors of ICMA.

Fees: Travel and lodging.

References: International Circulation Managers Association (Speaker, Single Copy Sales & Marketing & Minority Hiring)
American Press Institute (Speaker, Minority Hiring)
International Newspaper Advertising and Marketing Executives (Speaker, Single Copy Sales)

Specialty Topics: Circulation, Minority Recruitment and Hiring.

Minority Affairs
Financial Journalism

Monte I. Trammer
President & Publisher
The Saratogian
20 Lake Ave.
Saratoga Springs, N.Y. 12866
(518) 584-4242

Minority Group: Black

Summary: Monte I. Trammer has been president and publisher of The Saratogian, a daily newspaper in Saratoga Springs, New York since December 1, 1986. Prior to joining the Saratogian, he was assistant to the publisher of the Poughkeepsie (N.Y.) Journal.

He began his career in October 1969 as a copyboy for The Indianapolis Star. Trammer was a reporter at The Indianapolis Star, The Baltimore Sun and the Detroit Free Press before becoming an assistant city editor of the Free Press in 1981.

He joined USA TODAY in July 1982 as Deputy Managing Editor of the Money Section and remained at the newspaper as a deputy managing editor until joining The Poughkeepsie Journal in February 1986.

He is a board member of the New York State Publishers Association and the Empire State College foundations, and Chairman of the Board of the Multicultural Management Program at the University of Missouri. Trammer was born in Birmingham, Alabama on November 1, 1951. He was a political science major at Indiana University and is a member of the Society of Professional Journalists.

Trammer is Chairman of the Community Services Committee, the Saratoga Springs Rotary, Vice President/United Way Northeast, New York (and board member) and is a board member of the Saratoga Springs Chamber of Commerce.

Trammer is a member of the Charlton School Board of Trustees and has been presented with "Friend of the Department Award" from the School of Mass Media Arts at Hampton University in Virginia, and named honorary member of Kappa Tau Alpha, the National Journalism Scholarship Society.

Fees: May require travel and lodging.

References: Indiana State University—Warren Barnard
American Press Institute—Larry Hale
National Association of Black Journalists—DeWayne Wickham

Specialty Topics: Minority Affairs; Financial Journalism; Writing and Editing for a National Audience.

Getting Teenagers Interested in Journalism Careers

Craig W. Trygstad
Executive Director
Youth Communication
2025 Pennsylvania Ave. NW, Suite 1015
Washington, D.C. 20006
(202) 429-5292

Minority Group: None

Summary: Craig Trygstad is the executive director and one of the founders of Youth Communication, a national network of youth newspapers written entirely by teenagers, nearly 80 percent of whom are minority. Under the aegis of Youth Communication, Trygstad also developed the Youth News Service, a computerized news wire for student newspapers.

He coordinated minority newspaper projects as an RFK Fellow of the Robert F. Kennedy Memorial and was a high school journalism teacher prior to founding Youth Communication.

Trygstad has a B.A. in history and an M.A. in journalism and mass communication—both from the University of Minnesota.

Fees: Not required.

Reference: George Curry, New York Bureau Chief of the Chicago Tribune;
Journalism Education Association, Dorothy McPhillips, past president

Specialty Topics: Recruiting and Working with Minority Students in Journalism Projects; Getting Teenagers Interested in Journalism Careers.

Asian Americans in Journalism
Asian American Women

Diane Yen-Mei Wong
National Executive Director
Asian American Journalists Association
1765 Sutter Street, Suite 1000
San Francisco, Calif. 94115
(415) 346-2051

Minority Group: Asian American

Summary: Diane Wong has been the national executive director of the Asian American Journalists Association since December 1987. Prior to that she edited books, helped produce videotapes about Asian American women, and also worked as editor and reporter for an Asian American weekly newspaper for three years. She is an attorney from Washington state but has chosen not to practice.

Fees: Travel and lodging.

References: Association for Education in Journalism and Mass Communication Division Meeting, panel—Barbara Hines, Howard University
Institute for Journalism Education Summer Program, lecturer—Dinah Eng, Gannett
Asian Leadership, co-lecturer—Kip Tokuda, Washington State Child Abuse Council

Specialty Topics: Asian Americans in Journalism; Asian American Women; Ethnic Media.

Note: If a group wishes an Asian American journalist speaker or panel participant, Diane Wong will help with local referrals.